



SERVISTAN
REG. U.S. PAT. OFF.

CARPETS AND LINOLEUM

SEARS, ROEBUCK AND CO.

SERVISTAN Covers the Floors of America

REG. U. S. PAT. OFF.

Floor after floor, all over this country has proved it . . . Sears SERVISTAN is the name all America knows as the greatest in the floorcovering field! SERVISTAN reigns supreme . . . in up-to-the-minute colors, patterns, styles and harmonizing color schemes . . . on many millions of satisfied floors. Year after year SERVISTAN continues to cover floors of America at a phenomenal racing pace!

SERVISTAN—Its Selection

Sears offer you in SERVISTAN the finest—yes, positively the finest carpet and linoleum that we know of. There's a price range for every budget . . . small, average or large. We believe each piece of floorcovering is the finest of its class. The complete SERVISTAN selection includes Wilton, Axminster, Frieze Broadloom and Rugs—Inlaid Linoleum and Felt Base! SERVISTAN is always first-class floor covering!

Never be afraid to order from Sears! You are protected in every way. If your carpet or linoleum isn't exactly as represented by us or as anticipated by you . . . return it immediately.

SERVISTAN—Its Decorating Service

Charming rooms begin at the floor! And SERVISTAN offers thrillingly mellowed tone-blends in each exquisite color to excite your most expert decorative talents . . . to bring forth endless praise from delighted friends. Build your room around your floorcoverings . . . they're created not as something apart from other furnishings, but as definite complements to them. Colors harmonize with present day upholstering and drapery fabrics, as illustrated in the handsome Color Chart, Page 15.

Just look at that magnificent Color Chart! If there's a more beautiful, more complete, easier-to-understand Color Chart anywhere today—we don't know where. We think this is the most sensational "find" for an easy way to correct Home Decorating that we . . . or you . . . have ever seen! When you've decided on the basic color for your rug, simply look straight across the columns . . . and presto! . . . there's a color scheme for your entire room that has been expertly worked out. Why not keep this Chart handy when you're selecting all your room furnishings?

If you have any special problems on "what goes with what," write to our Personal Service Department. They'll serve you to the best of their excellent ability with fine facilities to aid them . . . at no extra cost to you!

SERVISTAN itself—in wool broadloom carpet, wool rugs, and inlaid linoleum—is the last word in decorator-approved floorcovering!

SERVISTAN—Its Expert Construction

World's largest and most famous manufacturers of popular-priced floorcoverings produce all SERVISTANS to Sears rigid specifications. Here are the results!

- **Genuine 100% wool face broadloom**, with thousands of wool tufts per square foot forming a luxurious, deep pile. SERVISTAN Broadlooms are made according to the standards of Sears own Laboratory and are approved by the Institute of Carpet Manufacturers of America.
- **Genuine Inlaid Linoleums**, with colors that last as long as the floorcovering itself. Colors go clear through to the strong burlap foundation . . . the mark of real Inlaid. Burlap back permits removal from the floor without damage to floor.

SERVISTAN—Its Seamless Widths

Some SERVISTAN Broadlooms are actually woven 15 feet wide, without a single seam, so you may choose wall-to-wall carpet, or have a size Tailor-Made to fit your particular room as you like it. ALL SERVISTAN broadlooms are available in 12 ft., 9 ft. and 27-inch seamless widths . . . or countless ready-cut room sizes for your convenience in ordering.

SERVISTAN genuine Inlaid Linoleum is specially made 6 feet wide for easy handling and laying, accurate pattern matching, and convenient ordering. Seams are invisible after linoleum is laid.

Through a survey of 100 living rooms, Sears found that only two were correctly fitted by a 9x12-foot size rug . . . the size most people think will "do." Seven rooms required smaller . . . 91 required larger than the 9x12-foot size. SERVISTAN will meet your carpet and linoleum needs . . . whether in small room sizes or in large wall-to-wall floor covering!

SERVISTAN sets the scene for beauty in every room in your home!



Guarantee

- We guarantee that all floorcoverings in this catalog are honestly described and illustrated. We guarantee that all these floorcoverings are made with the greatest care from specially selected materials and that they are free from any defect in materials or manufacture.
- If for any reason any of these floorcoverings do not give the service you have a right to expect, or if it in any way falls short of giving your money's worth of satisfaction, it may be returned to us at our expense.
- We will then exchange it for exactly what you want or will return your money including any transportation charges you have paid.

50 Days' Home Trial

Order any piece of floorcovering in this Book in the usual way . . . try it on your floor at home. If, in 30 days, your floorcovering doesn't live up to everything we say, return it. We guarantee to refund every cent you paid, plus all transportation charges.

Special Broadloom Ordering Service

Sears maintain the largest and most modern Carpet workrooms in America! These huge workrooms are located in a number of our Mail Order Houses where we carry full rolls of Broadloom carpets, averaging 90 feet long. Samples of any pattern will be sent free on request.

All Servistan Broadloom may be ordered by the running foot in any length of any of the widths available. For the total cost, multiply the number of feet needed by the price per running foot.

To fit irregular-shaped rooms, simply send a diagram of your floor with accurate measurements plainly marked, to our Personal Service Dept. . . . state catalog number and pattern letter or color of material wanted, and we'll send an estimate of the amount of carpet needed and the cost. We cut and sew carpet to fit any room regardless of size. We do "cutouts" to fit around irregular-shaped corners. Sears make no charge for this expert service!

To Order 27-inch Stair Carpet, add height of step to depth of tread and multiply by number of steps. Save double . . . buy 9 inches extra to allow for shifting when carpet shows wear.

Get the most wear . . . most luxurious beauty . . . most comfort . . . from your SERVISTAN Carpet with the added protection of a **Rug Cushion!** See the rug cushion selection in our Big General Catalog, the Large Department Store right in your home!

Special Linoleum Ordering Service

Large, temperature-controlled work-rooms, complete with modern machinery for cutting linoleum are located in Sears Mail Order Houses all over the United States! Here we cut linoleum, from rolls averaging 60 square yards, in room sizes to fit your specifications.

Measure the length and width of your room. Linoleum is 6 feet wide so divide the width by 6 to find the number of strips needed. Then multiply the number of strips by the length of the room (allowing 9 inches on each strip for matching pattern) for total number of running feet. For total cost, multiply the number of feet needed by the price per running foot.

To fit irregular-shaped rooms, simply send us a diagram of your floor with accurate measurements plainly marked. State catalog number and pattern letter of material wanted . . . we'll send you a free estimate of the amount of material you need and the cost.

About Prices in This Catalog

The low prices quoted in this book apply only to orders from this catalog when placed by mail, telephone, telegraph, or through the catalog order desk of any Sears Retail Store, Order Office or Agency. Should the Federal Government or any State increase by taxes or otherwise, the cost or selling price of any of the merchandise in this Catalog; we reserve the right to add any such taxes or other increases to the prices. The prices in this book for Mail Orders only!

\$5⁹⁵
a foot
9 feet wide



Suggested Color Schemes for Complete Room Planning shown on Color Chart, Page 15. For additional Broadloom selections See Big General Catalog

SERVISTAN Super Servistwist Broadloom Carpet

REG U S PAT OFF

Sings a note of smartness . . . in a truly American interpretation of easy, graceful living! Charming and refreshing Frieze with the favored "pebbly" surface . . . tailored for beauty, for a long happy life, to complement all room decorations. It's moth-proofed . . . guaranteed against moth damage for five years!

Guaranteed all wool face! 9,792 tightly twisted wool tufts of soft, resilient 3-ply yarns per square foot. And the "twist" is permanent . . . water and footprint marks will not harm it! Master-dyers have achieved incomparable, brilliant highlight color effects with the expert use of finest chrome dyes!

Seamless widths in 15 foot, 12 foot, 9 foot, 27 inch . . . to fit any room. See "Broadloom Ordering Service" on opposite Page Samples sent free on request. **Colors:** Plain Green (as shown in room scene), Burgundy, Federal Blue, Rose Quartz, Almond Green, Beige, Mediterranean Blue or Mauve. **State color.** See Page 13 for Easy Terms.

37 TM 865F—Width, 15 feet. Shipping weight, 7 pounds 10 ounces. Per running foot. \$9.95
37 TM 864F—Width, 12 feet. Shipping weight, 6 pounds 1 ounce. Per running foot. \$7.95
37 TM 863F—Width, 9 feet. Shipping weight, 4 pounds 9 ounces. Per running foot. \$5.95
37 T 860F —Width, 27 in. (Up to 60 ft. mailable.) Shipping weight, 1 lb. 2 ounces. Running foot. \$1.40

For Your Convenience . . . Seamless Living Room, Dining Room, Bedroom Sizes. State color

Catalog Number	Size about	Shpg. Wt. about	Sears Price	Catalog Number	Size about	Shpg. Wt. about	Sears Price	Catalog Number	Size about	Shpg. Wt. about	Sears Price
37 TM 9901F	9x 7½ ft.	35 lbs.	\$46.50	37 TM 9907F	9x17 ft.	78 lbs.	\$102.95	37 TM 9915F	12x15 ft.	92 lbs.	\$121.95
37 TM 9902F	9x 9 ft.	42 lbs.	55.95	37 TM 9908F	9x18 ft.	82 lbs.	108.95	37 TM 9916F	12x16 ft.	99 lbs.	129.50
37 TM 9903F	9x10½ ft.	49 lbs.	64.50	37 TM 9909F	9x19 ft.	87 lbs.	114.95	37 TM 9917F	12x18 ft.	111 lbs.	145.95
37 TM 9900F	9x12 ft.	55 lbs.	69.95	37 TM 9911F	9x21 ft.	96 lbs.	126.95	37 TM 9918F	12x21 ft.	128 lbs.	168.95
37 TM 9904F	9x13½ ft.	62 lbs.	81.95	37 TM 9912F	12x10 ft.	63 lbs.	81.95	37 TM 9919F	15x15 ft.	115 lbs.	151.95
37 TM 9905F	9x15 ft.	68 lbs.	91.50	37 TM 9913F	12x12 ft.	75 lbs.	97.95	37 TM 9921F	15x17 ft.	125 lbs.	171.95
37 TM 9906F	9x16 ft.	73 lbs.	96.95	37 TM 9914F	12x13 ft.	81 lbs.	105.95	37 TM 9922F	15x18 ft.	140 lbs.	181.95
								37 TM 9923F	15x21 ft.	161 lbs.	210.95

Scatter Rug and Runner Sizes. State Color. Mailable.

37 T 4480F—Size, about 27x54 inches. Shipping Weight, about 5 lbs. 4 oz. \$6.75
37 T 4481F—Size, about 36x63 inches. Shipping Weight, about 8 lbs. 1 oz. \$11.50

Carpet on this page is shipped from Chicago, Philadelphia or Los Angeles only. You pay transportation from point of shipment. Send orders to your nearest Mail Order House.





\$8⁵⁰
a foot
9 feet wide

Suggested Color Schemes for Complete Room Planning shown on Color Chart, Page 15. For additional Broadloom selections see Big General Catalog

SERVISTAN Beauclaire Wilton Broadloom Carpet

REG. U. S. PAT. OFF.

Breathing beauty and luxury... sleek, shimmering colors cast a glowing radiance over the exquisite sheen and luster achieved by a scientific process. Mothproofed... guaranteed against moth damage for 5 years.

Guaranteed all wool face; 10,944 wool tufts of thick, springy, 3-ply yarn and lasting beauty are woven in every square foot. Sensational SEAMLESS widths! See Broadloom Ordering Service on Page 2.

15 feet, 12 feet, 9 feet, 27 inches wide... a size for every room. 22 rug sizes listed are for your convenience. Samples free on request. Colors: Roseglow, Mediterranean Blue, Peachglow, Amethyst Rose or Green. State color.

37 TM 855F—Width, 15 feet. Shipping weight, 8 pounds 10 ounces. Per running foot. \$14.20
37 TM 854F—Width, 12 feet. Shipping weight, 6 pounds 14 ounces. Per running foot. 11.35
37 TM 853F—Width, 9 feet. Shipping weight, 5 pounds 3 ounces. Per running foot. 8.50
37 T 850F—Width, 27 inches. Shipping weight, 1 pound 5 ounces. Per running foot. 3.09

For your convenience... seamless Living Room, Dining Room, Bedroom Sizes. State Color

Catalog Number	Size About	Shpg. Wt. About	Sears Price	Catalog Number	Size About	Shpg. Wt. About	Sears Price	Catalog Number	Size About	Shpg. Wt. About	Sears Price
37 TM 9771F	9x 7 1/2 ft.	40 lbs.	\$64.95	37 TM 9777F	9x18 ft.	94 lbs.	\$154.95	37 TM 9785F	12x16 ft.	108 lbs.	\$183.95
37 TM 9772F	9x 9 ft.	48 lbs.	78.50	37 TM 9778F	9x19 ft.	99 lbs.	163.50	37 TM 9786F	12x18 ft.	120 lbs.	206.95
37 TM 9773F	9x10 1/2 ft.	55 lbs.	89.95	37 TM 9779F	9x21 ft.	109 lbs.	179.95	37 TM 9787F	12x21 ft.	139 lbs.	229.95
37 TM 9770F	9x12 ft.	63 lbs.	98.50	37 TM 9781F	12x10 ft.	68 lbs.	115.95	37 TM 9788F	15x15 ft.	96 lbs.	215.95
37 TM 9774F	9x15 ft.	78 lbs.	129.50	37 TM 9782F	12x12 ft.	81 lbs.	138.95	37 TM 9789F	15x17 ft.	112 lbs.	243.95
37 TM 9775F	9x16 ft.	83 lbs.	137.95	37 TM 9783F	12x13 ft.	87 lbs.	149.95	37 TM 9791F	15x18 ft.	122 lbs.	258.50
37 TM 9776F	9x17 ft.	89 lbs.	146.50	37 TM 9784F	12x15 ft.	100 lbs.	172.95	37 TM 9792F	15x21 ft.	146 lbs.	299.95

Scatter Rug Size, State Color, Mailable

37 T 4476F—Size, about 27x54 inches. Shipping weight, about 6 lbs. \$9.75

Carpet on this page is shipped from Chicago, Philadelphia or Los Angeles only. You pay transportation from point of shipment. Send Orders to your nearest Mail Order House.

See our 30-Day Home Trial on Page 2. Read about our Easy Payment Plan on Page 13. It's easy to buy on Sears Easy Terms—you pay only a few dollars down and a few dollars each month this convenient, modern way.



\$1.05
a foot
6 feet wide



Suggested color schemes for complete room planning shown on Color Chart, Page 15. For additional Inlaid, see our General Catalog

SERVISTAN Embossed Inlaid Linoleum

REG. U. S. PAT. OFF.

Planned with color from floor to ceiling . . . and the gay color scheme originated from the linoleum pattern! Even the sink top is linoleum-covered and finished with shining, smart, modern stainless steel edging. For smooth floor trim see Linoleum Border Strip in our Big General Catalog or any Sears Store. The easy way to make an ordinary room like new is to change the floor . . . get the latest word from our Color Chart . . . and "do things" for your rooms!

37 TM 1826F—Width, 6 feet. (Up to 12 feet mailable.) Shipping weight, 4 pounds 4 ounces. Per running foot, \$1.05

Seamless Sizes for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes mailable.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2861F.....	6x 6	26 lbs.	\$6.30
37 T 2862F.....	6x 9	39 lbs.	9.45
37 T 2863F.....	6x10½	45 lbs.	11.03
37 T 2864F.....	6x12	51 lbs.	12.60

Kitchen, Dining Room, Bedroom, Porch Sizes Sizes below are seamed because they are made from 6 foot wide material. When properly installed, seams become invisible. Extra material is allowed for matching.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2865F.....	7½x 9	50 lbs.	\$12.60
37 TM 2866F.....	9 x 9	61 lbs.	14.96
37 TM 2867F.....	9 x10½	72 lbs.	17.33

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2860F.....	9 x12	80 lbs.	\$19.69
37 TM 2868F.....	12 x10	89 lbs.	21.79
37 TM 2869F.....	12 x12	106 lbs.	25.99

Special patented embossing presents a fascinating "relief-texture" . . . in this genuine Inlaid Linoleum with strong burlap back. SERVISTAN Fashion Floor Inlaid is specially made 6 feet wide for convenient ordering, easy handling and laying, and accurate matching. Standard gauge. For Floorcovering Accessories . . . see your big Catalog, or visit your nearest Sears Store! Paste over felt lining. Instructions for laying included with every order.

SERVISTAN Marbleized Inlaid Linoleum

Pacing the modern fashions! Conservative one-color marble-effect pattern is excellent in any room. This Inlaid is equally attractive on counter tops, table tops, and shelves. Fashion Floor genuine Inlaid with colors that go clear through to the burlap back. Standard gauge. You can wax it quickly and easily. Paste over felt lining.

37 TM 1606F—Width, 6 ft. (Up to 12 ft. mailable.) Shpg. wt., 4 lbs. 4 oz. Per run. ft. \$1.05

Seamless Sizes for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes Mailable.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2851F.....	6x 6	26 lbs.	\$6.30
37 T 2852F.....	6x 9	39 lbs.	9.45
37 T 2853F.....	6x10½	45 lbs.	11.03
37 T 2854F.....	6x12	51 lbs.	12.60

Easy Terms are available on all Floor Coverings. Our Easy Payment Plan is fully explained on Page 13.

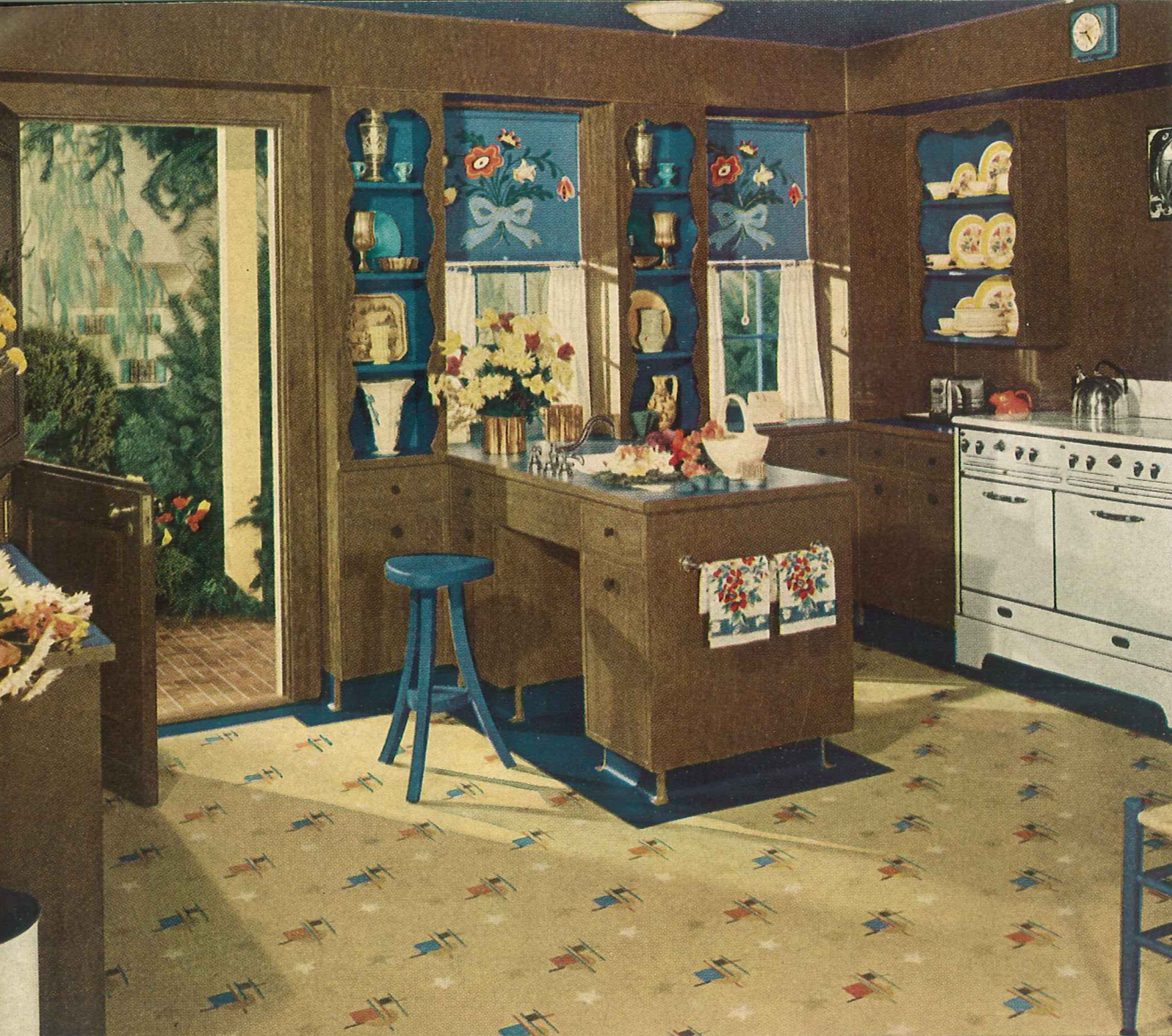
Note: Scatter rugs are both inexpensive and flattering to Inlaid linoleum floors . . . See Page 12. Easy to own on Easy Terms . . . see Page 13.

Inlaid on this page shipped from Chicago, Philadelphia, Los Angeles only.

You pay transportation from point of shipment. Order from nearest Mail Order House.

Kitchen, Dining Room, Bedroom, Porch Sizes Following sizes are seamed because they are made from 6 foot wide material.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2855F..	7½x 9	50 lbs.	\$12.60
37 TM 2856F..	9 x 9	61 lbs.	14.96
37 TM 2857F..	9 x10½	72 lbs.	17.33
37 TM 2850F..	9 x12	80 lbs.	19.69
37 TM 2858F..	12 x10	89 lbs.	21.79
37 TM 2859F..	12 x12	106 lbs.	25.99



\$1.05
a foot
6 feet wide

Suggested color schemes for complete room planning shown on Color Chart, Page 15. For additional Inlaid, see our General Catalog

SERVISTAN Embossed Inlaid Linoleum

An invitation to compliments! Genuine patented embossed Inlaid Linoleum on your floor means smartest styling, correctly blended colors, longer wear, easy care! Embossing breaks up highlights and emphasizes the glorious colorations of the pattern. It'll inspire the cooks... and delight the guests... when they see the wondrous like-magic acts you can perform as you change your color theme time after time during the life of your SERVISTAN Fashion Floor Inlaid!

Colors can't wear off... they go clear through to the strong, burlap back. Inlaid surface keeps its spic-and-span appearance with scarcely any attention. A damp cloth wipes away the dust and dirt in lightning time! Standard gauge. Paste over felt lining for a permanent floor; linoleum can be removed without damage to floor. For Floorcovering Accessories... see our Big General Catalog or any of Sears Stores.

37 TM 1836F—Width, 6 feet. (Up to 12 feet mailable.) Shipping weight, 4 pounds 4 ounces. Per running foot, \$1.05

Seamless Sizes for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes mailable.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2871F.....	6x 6	26 lbs.	\$6.30
37 T 2872F.....	6x 9	39 lbs.	9.45
37 T 2873F.....	6x10½	45 lbs.	11.03
37 T 2874F.....	6x12	51 lbs.	12.60

Kitchen, Dining Room, Bedroom, Porch Sizes. Sizes below are seamed because they are made from 6 foot wide material. When properly installed, seams become invisible. Extra material has been allowed for matching.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2875F.....	7½x 9	50 lbs.	\$12.60
37 TM 2876F.....	9 x 9	61 lbs.	14.96
37 TM 2877F.....	9 x10½	72 lbs.	17.33

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2870F.....	9x12	80 lbs.	\$19.69
37 TM 2878F.....	12x10	89 lbs.	21.79
37 TM 2879F.....	12x12	106 lbs.	25.99

SERVISTAN Genuine Embossed Inlaid Linoleum

Styled for color-enthusiasts! Vivid peasant figures accent the smart embossing. Standard gauge. Fashion Floor Inlaid with colors clear through to the strong burlap back. Did you know that burlap backing is a mark of genuine Inlaid Linoleum? It is easy to clean and easy to keep clean. Paste over felt lining for perfect satisfaction. See General Catalog or any Sears Store for paste and felt. Instructions for installing included with each order.

37 TM 1846F—Width, 6 ft. (Up to 12 ft. mailable.) Shpg. wt., 4 lbs. 4 oz. Per run. ft., \$1.05

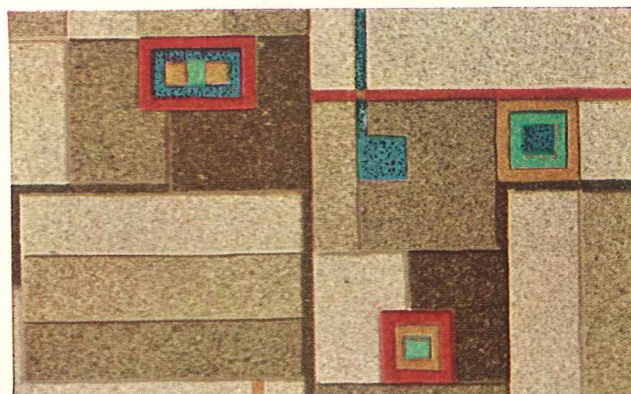
Seamless Sizes for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes mailable.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2881F.....	6x 6	26 lbs.	\$6.30
37 T 2882F.....	6x 9	39 lbs.	9.45
37 T 2883F.....	6x10½	45 lbs.	11.03
37 T 2884F.....	6x12	51 lbs.	12.60

Buy the Best Now... Pay later. Terms as low as \$2 Down and \$2 a Month. See Page 13 for details.

Kitchen, Dining Room, Bedroom, Porch Sizes. Following sizes are seamed because they are made from 6 foot wide material.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2885F..	7½x 9	50 lbs.	\$12.60
37 TM 2886F..	9 x 9	61 lbs.	14.96
37 TM 2887F..	9 x10½	72 lbs.	17.33
37 TM 2888F..	9 x12	80 lbs.	19.69
37 TM 2888F..	12 x10	89 lbs.	21.79
37 TM 2889F..	12 x12	106 lbs.	25.99



Inlaid on this page shipped from Chicago, Philadelphia, Los Angeles only. You pay transportation from point of shipment. Order from nearest Mail Order House.

\$1.05
a foot
6 feet wide



Suggested color schemes for complete room planning shown on Color Chart, Page 15. For additional Inlaids, see our General Catalog

SERVISTAN Embossed Inlaid Linoleum

REG. U. S. PAT. OFF.

Holds the spotlight in any room! Appetizing colors happily spring to life in delightful combinations when you choose this patented Embossed Inlaid Linoleum for your floors. Colors won't wear off... they go clear through to the burlap back. Your shelves, table top, and window tray can also wear matching or accenting linoleum, neatly cut, and bound with stainless steel edging!

It'll look like new... when you whisk a damp cloth over the surfaces of your linoleum! Occasional waxing "lights up" extra beauty and protects the surface. Fashion Floor Inlaid Linoleum is specially made 6 feet wide for convenient ordering and easy laying. Standard gauge. Paste over felt lining... See Floor covering Accessories in General Catalog or any Sears Store.

37 TM 1856F—Width, 6 feet. (Up to 12 feet mailable.) Shipping weight, 4 pounds 4 ounces. Per running foot, \$1.05

Seamless Sizes for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes mailable.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2891F.....	6x 6	26 lbs.....	\$6.30
37 T 2892F.....	6x 9	39 lbs.....	9.45
37 T 2893F.....	6x10½	45 lbs.....	11.03
37 T 2894F.....	6x12	51 lbs.....	12.60

Kitchen, Dining Room, Bedroom, Porch Sizes. Sizes below are seamed because they are made from 6 foot wide material. When properly installed, seams become invisible. Extra material has been allowed for matching.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2895F.....	7½x 9	50 lbs.....	\$12.60
37 TM 2896F.....	9 x 9	61 lbs.....	14.96
37 TM 2897F.....	9 x10½	72 lbs.....	17.33
37 TM 2890F.....	9x12	80 lbs.....	\$19.69
37 TM 2898F.....	12x10	89 lbs.....	21.79
37 TM 2899F.....	12x12	106 lbs.....	25.99

SERVISTAN Marbleized Inlaid Linoleum

Vary your color schemes whenever you please! Carefully blended colors and rich graining in this marble-effect standard gauge Inlaid make it a favorite in homes everywhere.

Heavy, strong burlap back. Colors that last as long as your linoleum itself. Saves your cleaning time... assures you long years of wear and beauty. Paste over felt lining for greatest satisfaction. Easy to install with instructions furnished.

37 TM 1676F—Width, 6 ft. (Up to 12 ft. mailable.) Shpg. wt., 4 lbs. 4 oz. Per run. foot, \$1.05

Seamless Sizes for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes mailable.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2931F.....	6x 6	26 lbs.....	\$6.30
37 T 2932F.....	6x 9	39 lbs.....	9.45
37 T 2933F.....	6x10½	45 lbs.....	11.03
37 T 2934F.....	6x12	51 lbs.....	12.60

Have Inlaid Linoleum wherever you want it now! For Easy Terms... see Page 13. Include flattering scatter rugs, see Page 12.

Kitchen, Dining Room, Bedroom, Porch Sizes. Following sizes are seamed because they are made from 6 foot wide material.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2935F.....	7½x 9	50 lbs.....	\$12.60
37 TM 2936F.....	9 x 9	61 lbs.....	14.96
37 TM 2937F.....	9 x10½	72 lbs.....	17.33
37 TM 2930F.....	9 x12	80 lbs.....	19.69
37 TM 2938F.....	12 x10	89 lbs.....	21.79
37 TM 2939F.....	12 x12	106 lbs.....	25.99

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\$1.05
a foot
6 feet wide

Suggested color schemes for complete room planning shown on Color Chart, Page 15. For additional inlaid, see our General Catalog

SERVISTAN Embossed Inlaid Linoleum

Pretty as a picture . . . and much more practical is this kitchen floored with colorful, genuine embossed Fashion Floor Inlaid Linoleum. Smoothly modern . . . convenient . . . and all the linoleum is washable! Inlaid colors never wear off and never lose their fresh bright-eyed look—they go clear through to sturdy burlap foundation. Standard gauge; a practical, long-wearing weight for every room in your home. Yes . . . you can use linoleum in every room! Be sure to paste over felt lining.

A quick swish of a damp cloth will clean the floor, as well as the sink and counter tops . . . they're all covered with SERVISTAN Inlaid Linoleum. You'll agree that the sink and counter tops, neatly bound in our shining stainless steel Edging, are as smartly streamlined as the new air "Stratoliner." See Accessories in our Big General Catalog or any Sears Store. Waxing preserves the wearing surface and the colors. We include Instructions for installing.

37 TM 1866F—Width, 6 feet. (Up to 12 feet mailable.) Shipping weight, 4 pounds 4 ounces. Per running foot, \$1.05

Seamless Sizes, for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes mailable.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2941F.....	6x 6	26 lbs.....	\$6.30
37 T 2942F.....	6x 9	39 lbs.....	9.45
37 T 2943F.....	6x10½	45 lbs.....	11.03
37 T 2944F.....	6x12	51 lbs.....	12.60

Kitchen, Dining Room, Bedroom, Porch Sizes. Sizes below are seamed because they are made from 6 foot wide material. Properly installed, seams become invisible. Extra material has been allowed for matching pattern.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2945F.....	7½x 9	50 lbs.....	\$12.60
37 TM 2946F.....	9 x 9	61 lbs.....	14.96
37 TM 2947F.....	9 x10½	72 lbs.....	17.33

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2940F.....	9x12.....	80 lbs.....	\$19.69
37 TM 2948F.....	12x10.....	89 lbs.....	21.79
37 TM 2949F.....	12x12.....	106 lbs.....	25.99

Servistan Straight Line Inlaid

With glowing red stars to accent . . . give your room a send-off with this popular, up-to-the-minute pattern! Standard gauge, genuine Fashion Floor Inlaid Linoleum with a conservative, won't-show-soil ground. Put it in a cute, cozy room or a big, sophisticated room. Colors last as long as the linoleum itself . . . they never wash off. Strong burlap backing. Paste over felt lining for lasting beauty.

37TM1876F—Width 6 feet. (Up to 12 feet mailable.) Shpg. wt., 4 lbs. 4 oz. Per run. ft., \$1.05

Seamless Sizes for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes mailable.

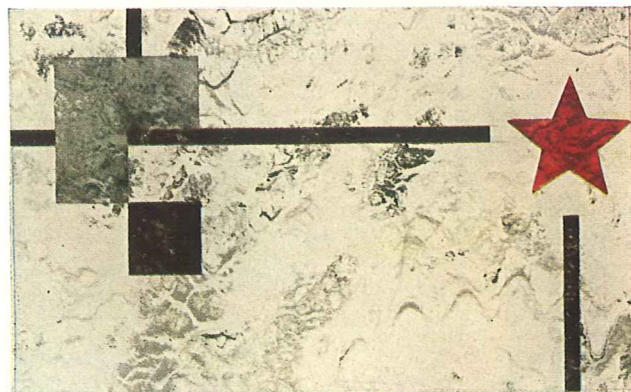
Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2951F.....	6x 6	26 lbs.....	\$6.30
37 T 2952F.....	6x 9	39 lbs.....	9.45
37 T 2953F.....	6x10½	45 lbs.....	11.03
37 T 2954F.....	6x12	51 lbs.....	12.60

Everything in this catalog can be purchased on Easy Terms . . . see Page 13. Include clever scatter rugs in your order, see Page 12.

Kitchen, Dining Room, Bedroom, Porch Sizes. Following Sizes are seamed because they are made from 6-foot wide material.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2955F...	7½x 9	50 lbs...	\$12.60
37 TM 2956F...	9 x 9	61 lbs...	14.96
37 TM 2957F...	9 x10½	72 lbs...	17.33
37 TM 2958F...	9 x12	80 lbs...	19.69
37 TM 2959F...	12 x10	89 lbs...	21.79
37 TM 2959F...	12 x12	106 lbs...	25.99

Inlaid on this page shipped from Chicago, Philadelphia, Los Angeles only. You pay transportation from point of shipment. Order from nearest Mail Order House.



"Hurry over, Laura

...I WANT TO SHOW
YOU A DREAM THAT
REALLY CAME TRUE"

\$1.05

a foot
6 feet wide



Suggested color schemes for complete room planning shown on Color Chart, Page 15. For additional inlaid, see our General Catalog

SERVISTAN Straight Line Inlaid Linoleum

REG. U. S. PAT. OFF.

Away with fragile day-dreams! Complete and thrilling reality is yours when good-looking, genuine Inlaid Linoleum lies on your floor... on your table... on counter tops! Especially when their smooth, satiny surfaces are neatly bound with our shining stainless steel Edging! Here's just enough color-charm to allow frequent room theme changes. No cracks to catch or hold dirt or germs... so it's an excellent floorcovering for baby's playroom!

37 TM 1886F—Width 6 feet. (Up to 12 feet available.) Shipping weight, 4 pounds 4 ounces. Per running foot, \$1.05

Seamless Sizes for Kitchens, Baths, Dinettes. 6x12-foot and smaller sizes available.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2961F.....	6x 6	26 lbs.	\$6.30
37 T 2962F.....	6x 9	39 lbs.	9.45
37 T 2963F.....	6x10½	45 lbs.	11.03
37 T 2964F.....	6x12	51 lbs.	12.60

Kitchen, Dining Room, Bedroom, Porch Sizes. Sizes below are seamed because they are made from 6 foot wide material. When properly installed, seams become invisible. Extra material has been allowed for matching.

Catalog Number	Size Feet	Shipping Weight	Sears Price	Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2965F.....	7½x 9	50 lbs.	\$12.60	37 TM 2960F.....	9x12	80 lbs.	\$19.69
37 TM 2966F.....	9 x 9	61 lbs.	14.96	37 TM 2968F.....	12x10	89 lbs.	21.79
37 TM 2967F.....	9 x10½	72 lbs.	17.33	37 TM 2969F.....	12x12	106 lbs.	25.99

Servistan Embossed Inlaid Linoleum

It's a grand American custom... to use fashionable linoleum in every room! Genuine patented embossed Inlaid Linoleum has the smart "third dimensional" appearance that emphasizes the beauty of the patterns. The clear colors go through the inlaid wearing surface to the heavy, burlap backing... so they never wear off! Standard gauge. Wax occasionally for extra beauty and longer wear. Paste over felt lining.

37TM1896F—Width 6 feet. (Up to 12 ft. available.) Shpg. wt., 4 lbs. 4 oz. Per run. ft., \$1.05

Kitchen, Dining Room, Bedroom, Porch Sizes. Following Sizes are seamed because they are made from 6-foot wide material.

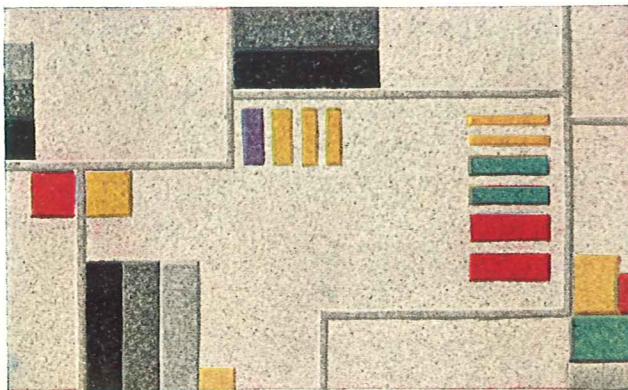
Catalog Number	Size Feet	Shipping Weight	Sears Price
37 TM 2975F..	7½x 9	50 lbs.	\$12.60
37 TM 2976F..	9 x 9	61 lbs.	14.96
37 TM 2977F..	9 x10½	72 lbs.	17.33
37 TM 2978F..	9 x12	80 lbs.	19.69
37 TM 2979F..	12 x10	89 lbs.	21.79
37 TM 2980F..	12 x12	106 lbs.	25.99

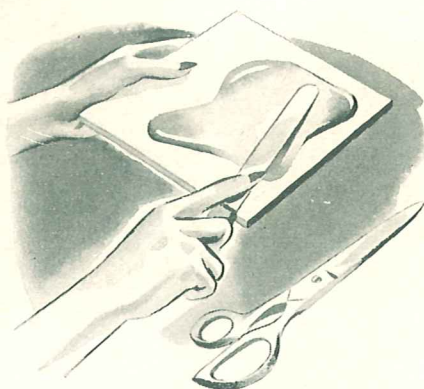
Seamless Sizes for Kitchens, Baths, Dinettes. 6x12 foot and smaller sizes, available.

Catalog Number	Size Feet	Shipping Weight	Sears Price
37 T 2971F.....	6x 6	26 lbs.	\$6.30
37 T 2972F.....	6x 9	39 lbs.	9.45
37 T 2973F.....	6x10½	45 lbs.	11.03
37 T 2974F.....	6x12	51 lbs.	12.60

It's easy to have new floor coverings on Easy Terms. See Page 13. Buy scatter rugs for accent... see Page 12.

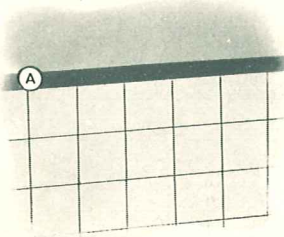
Inlaid on this page shipped from Chicago, Philadelphia, Los Angeles only. You pay transportation from point of shipment. Order from Nearest Mail Order House.



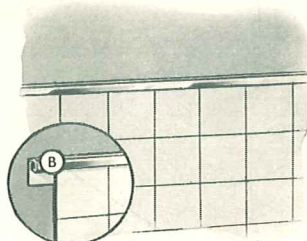


Material for Installing Tiles

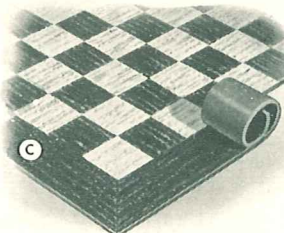
With your order of linoleum tiles, we include all material for installing. All you need is a table-knife to spread on adhesive and a pair of household scissors . . . to trim tiles to fit your particular needs.



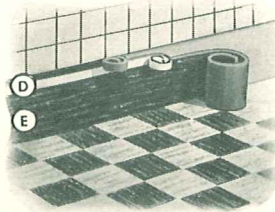
(A) 37 T 1830F—Lino-Wear Cap Strip. $\frac{5}{8}$ -inch wide. Black. Use at top of tiled wall or as accent strip. For White, see (D) at bottom of page. State length. Mailable. Shpg. wt., 1 oz. Per running foot2c



(B) 37 T 86F—Stainless Steel Cap Strip. $\frac{1}{4}$ -inch exposed surface. Up to 6 feet long. State length. Fits any standard Linoleum. Mailable. Shipping weight, 5 ounces. Per running foot13c



(C) 37 T 1717F—Lino-Wear Border. 6 in. wide. Can also be used as baseboard; see (E) below. Black Jaspé. State length. Mailable. Shipping weight, 5 ounces. Per running foot8c



(D) 37 T 1831F— $\frac{5}{8}$ -in. Accent Strip. Lino-Wear. White. Also used as cap strip. For Black, see (A) above. State length. Mailable. Shipping weight, 1 ounce. Per running foot2c

New Beauty for Your Floors and Walls!

Fun to apply! Sears Lino-Wear . . . Lino-Tred Linoleum floor tiles . . . and Lino-Flex wall tiles are all as easy to apply as pasting snapshots in your album! Create designs to your own fancy . . . cut some to individual shapes (using regular scissors) . . . alternate the colors! Simply spread linoleum paste on back as you would spread butter on bread, then press the tile into position! All the tiles are readi-cut in perfect squares . . . a convenient idea originated by Sears! Tile can be applied over wood or concrete floors if installed according to instructions furnished.

No "Extras" to Buy! Our one low price includes: Adhesive especially for tiles, Joint filler for wall tiles, Waterproof Adhesive (for cement floors), Lining felt and adhesive (for wood floors), and Instruction Manual.

- Reasons Why . . .** you'll like tile floors and walls:
- they're satiny smooth, neatly tailored in up-to-the-minute, clear, glowing colors that never wear off!
 - they're individual—in convenient, easy-to-handle sizes!
 - they're easy to keep spick-and-span looking for years with the swish of a damp cloth or with warm soapsuds!
 - they're easy to lay and easy to remove . . . without damaging the under floor or wall!

Easy to Buy . . . For Cash or on Sears Easy Payment Plan! These Easy Terms are available on every order of \$10 or over . . . simply pay a small amount down and a little each month. Turn to Page 13 for details of this Plan!

Servistan Lino-Wear Wall and Floor Tile (Illustrated on Opposite Page)

They're "playing at work" . . . those two people just across the page! They're applying Lino-Wear tiles on their walls and floors! Low price with all material included, color, pattern, and style will play a big part in decorating your walls too . . . and with Lino-Wear you can do a professional looking job without professional assistance!

15^c
Sq. Ft.
Complete With Laying Materials

Individual tiles can be cut with scissors to fit around stationary fixtures like tubs, toilets, built-in cabinets, windows and doors. Lino-Wear is the sensational material that looks and wears like Inlaid . . . the colors go through to the felt back, so they can't wear off! It's flexible enough to bend around corners without breaking or splitting.

Two handy sizes: 4½ inch squares and 6-inch squares. Use them on the floor or wall in any way you like, as demonstrated on the opposite page! There are dozens of color combinations you can make with the **Solid Colors: A, B, C, D, E, and F; and Jaspé Effects: G, H, J, K, L, M.** Joint-filler (for between wall tiles) is available in Black, Gray or Yellow . . . this is used on walls and ceilings only. There are 4 six-inch tiles per square foot and about 7½ four-and-one-half-inch tiles per square foot. All orders shipped complete with necessary materials and instructions for installing.

Order by catalog number and state size of tile wanted, the number of square feet, and pattern A, B, C, D, E, F, G, H, J, K, L or M. Also state color of joint filler. **Up to 100 square feet mailable.**

37 T 1840F—Lino-Wear for Walls. Shipping weight, 10 oz. Per square foot15c
37 T 1841F—Lino-Wear for Wood Floors. Shipping weight, 15 oz. Per square foot15c
37 T 1842F—Lino-Wear for Cement Floors. Shipping weight, 10 oz. Per square foot15c

Servistan Felt Back Lino-Tred Tiles for Floors and Servistan Fabric Back Lino-Flex Tiles for Walls (Illustrated on Opposite Page)

M-m-m-m! . . . just let your eyes roll over to the luscious marble effects reproduced in color on opposite page! Now picture a setting of delightful linoleum tiles on your floors, walls, ceilings!

Design possibilities are unlimited! Coats-of-arms, monograms, hand-carved plaques, inlays of wood or metal . . . all are practical and easy to cut with this material (use regular scissors)! Tiles are flexible enough to bend around corners for curved effects . . . and easier cleaning.

20^c
Sq. Ft.
Complete With Laying Materials

Lino-Flex for your walls, and **Lino-Tred** for your floors are our heaviest, best-insulating, most sound-deadening linoleum tiles! They have all the features of Lino-Wear **PLUS** countless extra virtues. Finger marks, ink spots, ordinary stains come off the "sealed against soil" surface in a jiffy with warm soapsuds . . . tiles won't scuff, crack, chip, or buckle! And they look simply wonderful on your walls and floors! Your home deserves the finest! All materials necessary are included in your order . . . no extras to buy!

Servistan Lino-Tred for Floors

Patterns V, W, X or Y. Illustrated on Opposite Page. Each tile is about 9 inches square. Can be installed over wood or suspended cement floors, and laid according to instructions furnished with each order, will give perfect results. Use Border Strip (C) at left for added beauty. **Order by catalog number for wood or cement floors; state number of square feet wanted and pattern V, W, X or Y. Up to 40 square feet mailable.**

37 T 1828F—Lino-Tred for Wood Floors. Shpg. wt., 1 lb. 2 oz. Per square foot (About 2 Tiles)20c
37 T 1829F—Lino-Tred for Cement Floors. Shpg. wt., 13 oz. Per square foot (About 2 Tiles)20c

Lino-Flex for Walls

Patterns N, P, Q, R, S or T. Illustrated on opposite page. Each tile is 4½ inches square with fabric back. Finish the walls with Cap Strips A or B or Accent Strip D sold separately at left for additional variety and individual accents in your room. Follow instructions included with every order. Order by catalog number and state pattern N, P, Q, R, S, or T; and number of square feet. Joint filler comes in Black, Gray or Yellow, be sure to state color. All orders shipped complete with necessary materials for installing.

37 T 1822F—Lino-Flex Wall Tile. Mailable. Shpg. wt., 9 oz. Per square foot (About 8 Tiles)20c

Table Shows Approximate Cost of Tiling Floors and Walls of Rooms

The table below will give you an approximate idea of the cost of covering your Floors and Walls with Lino-Tred, Lino-Flex and Lino-Wear Tile if your room corresponds with sizes listed. We have not allowed for any openings or special accessories at left. Walls are figured 4½ ft. high from floor. All materials for installing are included in our regular price.

Lino-Tred Floor Tile				Lino-Flex Wall Tile				Lino-Wear Floor Tile				Lino-Wear Wall Tile			
Floor Size	Total Sq. Ft.	Sears Price	Total Cost of Room	Floor Size	Total Sq. Ft.	Sears Price	Total Cost of Room	Floor Size	Total Sq. Ft.	Sears Price	Total Cost of Room	Floor Size	Total Sq. Ft.	Sears Price	Total Cost of Room
4x 6 ft.	24	\$4.80	\$20.80	4x 6 ft.	24	\$3.60	\$20.80	4x 6 ft.	24	\$3.60	\$20.80	4x 6 ft.	24	\$12.00	\$15.60
5x 6 ft.	30	6.00	23.60	5x 6 ft.	30	4.50	23.60	5x 6 ft.	30	4.50	23.60	5x 6 ft.	30	13.20	17.70
6x 6 ft.	36	7.20	26.40	6x 6 ft.	36	5.40	26.40	6x 6 ft.	36	5.40	26.40	6x 6 ft.	36	14.40	19.80
6x 9 ft.	54	10.80	34.80	6x 9 ft.	54	8.10	34.80	6x 9 ft.	54	8.10	34.80	6x 9 ft.	54	18.00	26.10
8x10 ft.	80	16.00	44.80	8x10 ft.	80	12.00	44.80	8x10 ft.	80	12.00	44.80	8x10 ft.	80	21.60	33.60
9x 9 ft.	81	16.20	45.00	9x 9 ft.	81	12.15	45.00	9x 9 ft.	81	12.15	45.00	9x 9 ft.	81	21.60	33.75
9x10½ ft.	94½	18.90	50.10	9x10½ ft.	94½	14.18	50.10	9x10½ ft.	94½	14.18	50.10	9x10½ ft.	94½	23.40	37.58
9x12 ft.	108	21.60	55.20	9x12 ft.	108	16.20	55.20	9x12 ft.	108	16.20	55.20	9x12 ft.	108	25.20	41.40
9x15 ft.	135	27.00	65.40	9x15 ft.	135	20.25	65.40	9x15 ft.	135	20.25	65.40	9x15 ft.	135	28.80	49.05
12x12 ft.	144	28.80	67.20	12x12 ft.	144	21.60	67.20	12x12 ft.	144	21.60	67.20	12x12 ft.	144	28.80	50.40



How to Measure

How to Measure for Floor and Wall Tiles. To determine the square foot area: Multiply length by width of floor or wall. Now deduct sq. ft. area of tubs, toilets, built-in cabinets windows, doors and other stationary objects from total sq. ft. Allow 2 sq. ft. of extra tiles for repairing or replacing.

Result: Total number of sq. ft. of tile to be ordered.

How to Order Floor and Wall Tiles. Simply send us this total accurate number of sq. ft. From these our floor-covering experts will determine correct number of tiles you need . . . at no cost to you. On request we will send one-half of the total accurate number of sq. ft. of tiles you need in each of two colors or all in one color whichever you wish.

SERVISTAN Lino-Wear Above

- Scientific surface
- Waterproof felt back
- Colors go through to Felt Back
- 4½-inch or 6-inch tiles
- Choice of 12 colors

SERVISTAN Lino-Tred for Floor V, W, X, Y

- Genuine Inlaid colors
- Waterproof Felt Back
- Four Marble effects
- Abt. 9-inch Square Tiles
- Sealed against soil
- Flexible—won't chip

SERVISTAN Lino-Flex for Wall. N, P, Q, R, S, T

- Genuine Inlaid colors
- Heavy Fabric Back
- 4¼-inch square tile
- Six pastel marbles
- Sealed against soil
- Flexible—won't crack

All Tile Prices Listed on Opposite Page



All floor and wall tile, also accessories, shown on this and opposite page shipped from Chicago, Philadelphia or Los Angeles. You pay shipping charges from shipping point. When ordering, send to nearest Mail Order House.



Counter and table tops in the picture above are Lino-Wear ordered by the running foot. For metal counter and table edgings, metal sink rim, also Lino-Wear, see Big General Catalog. Renew your work counters and table tops this easy way!

Easy Terms are so convenient. Pay only \$2 Down and \$2 a month on any \$10 to \$17 order. See Page 13 for full details.



Suggested color schemes for room planning shown on Color Chart, Page 15. For additional scatter rugs see General Catalog

Servistex All Tufted Cotton Chenille Rugs

Show us a pair of eyes that won't sparkle with delight when they gaze at these delectable lovelies! Soft, cuddly, all luxuriously soft cotton chenille rugs in delicately refined pastel decorator colors! Yes, colors that merrily dance with life and gaiety... colors that softly smile with disarming, friendly charm! And they blend with room decorations shown on our handsome Color Chart, Page 15!

Rectangular or Round... or both! Get the shape to fit your needs... the size to suit your purpose... the color to set off your room! Won't it be fun to build your rooms—bathroom, bedroom, nursery, or make-up room—around pretty little rugs like these! Here's an assortment of sizes that we've rushed to your rescue... for all your needs!

No talents were spared in fashioning these graceful rugs! Foremost decorators selected popular colors... famous pattern originators created the designs... small rugs, specialists wove these sturdy rugs!

And they're All-Americans! They're made in America... by Americans... with American materials... for American uses... to flatter American homes!

Thousands of complete, clean, new all cotton chenille tufts per square foot; heavy, double-canvas back construction. Firmly sewn into place. Extra heavy. These rugs come in Rectangular shape as illustrated or Round shape. Both types come in same patterns and colors. **Order by catalog number and state pattern A, B, C, D, E, G, H or J.**

Rectangular Rugs (as illustrated) in 8 Convenient Sizes

State pattern A, B, C, D, E, G, H or J

Catalog Number	Size About	Shpg. Wt.	Price Each	Catalog Number	Size About	Shpg. Wt.	Price Each
37 T 4001F	17x24 in.	1 lb. 5 oz.	\$1.98	37 T 4005F	27x54 in.	4 lbs. 3 oz.	\$6.98
37 T 4002F	20x36 in.	2 lbs. 1 oz.	3.49	37 T 4006F	30x60 in.	4 lbs. 11 oz.	8.95
37 T 4003F	24x36 in.	2 lbs. 5 oz.	4.19	37 T 4007F	36x72 in.	6 lbs. 10 oz.	11.95
37 T 4004F	24x48 in.	3 lbs. 8 oz.	4.98	37 T 4008F	4x 7 ft.	10 lbs. 5 oz.	18.95

Round Rugs (not illustrated) in 4 Sizes Only

State pattern A, B, C, D, E, G, H or J

Catalog Number	Size About	Shpg. Wt.	Price Each
37 T 4045F	24 in. in diameter	1 lb. 9 oz.	\$2.59
37 T 4046F	30 in. in diameter	2 lbs. 1 oz.	4.19
37 T 4047F	36 in. in diameter	3 lbs. 6 oz.	5.98
37 T 4048F	48 in. in diameter	7 lbs.	10.95

These rugs shipped from Mill near Chicago and also from Seattle and Los Angeles. You pay transportation from point of shipment. Send orders to Nearest Mail Order House

"I'd like to know..."



Q.—What is Broadloom?

A.—Broadloom is carpet woven in one piece . . . SEAMLESS. Broadloom is a general term for wide carpeting; it does not denote either quality or type of weave as many people mistakenly believe. It is seamless and therefore, ideal for covering floors wall-to-wall or for ordering any length rug you want.

Q.—What is Axminster?

A.—Axminster is woven on a loom that permits the use of as many as 40 different colored yarns in a single rug or carpet! Axminster weaves are therefore known for their delicate shading and varied color tones. Judge an Axminster weave by the number of tufts to the square foot and by the height of pile.

Q.—What is Wilton?

A.—Wilton is a fine-textured, long-wearing weave in which yarns are carried through the back in weaving. Often called the "hidden value weave" because several thicknesses of yarn are always buried underneath all the yarn that appears on the surface. Patterns are fine in detail. Woven on Jacquard looms.

Q.—What is Frieze?

A.—Frieze weave is achieved by hard twisting of yarns used throughout. May be woven on Wilton, Axminster, Velvet or Chenille looms. Pile may be cut or uncut.

Q.—How Should Carpeting fit in a room?

A.—Carpet is correct fit over the entire floor, from wall to wall, or from 6 to 12 inches away from the wall all the way around the room.

Q.—What advantages do Rug Cushions give?

A.—Rug Cushions add luxury by making the rug feel more expensive and by giving it more resilience. They prolong the life of the rug, deaden sound, reduce accidents from slipping. They make the floor warmer. They pay for themselves by saving the rug.

Q.—What is Inlaid Linoleum?

A.—The mark of genuine Inlaid Linoleum is the strong burlap on the back. Burlap permits removing from floor. Colors that form the surface pattern go clear through to the burlap foundation . . . they can't wear off . . . last as long as the linoleum itself. An easy to apply coat of wax keeps the surface permanently sealed.

Q.—Are Linoleum floors in good taste for Period Rooms, such as Spanish, Early American, Colonial, English, Modern, etc.?

A.—Yes, properly chosen linoleum floors harmonize with every style of interior decoration.

Q.—Can Rugs be used over Linoleum?

A.—Certainly, linoleum is a flooring as well as a floor-covering. Rugs can be used with it as they are with any other flooring, concrete, hardwood, etc.

Q.—Is Linoleum more sanitary than wood floors?

A.—Yes, there are no open cracks to collect dust and germs. The lining felt, the tightly cemented seams, and the large unbroken areas of linoleum prevent drafts from rooms below. This is especially a protection for children who play on the floor. You'll notice hospitals are large users of linoleum, because the smooth surface is easy to keep clean.

SEARS EASY PAYMENT PLAN

Any Order of \$10.00 or more is available on Easy Terms. Simply list the items you want and fill in the Easy Payment side of Order Blank Enclosed. Table of Terms below shows the deposit to send with your order and the amount you pay monthly

If Cash Price Amounts to	Add as Carrying Charge	Send With Order	Amount Payable Monthly	If Cash Price Amounts to	Add as Carrying Charge	Send With Order	Amount Payable Monthly	If Cash Price Amounts to	Add as Carrying Charge	Send With Order	Amount Payable Monthly
\$10.00 to \$11.00	\$1.00	\$200	\$200	\$40.01 to \$42.50	\$3.65	\$500	\$500	\$130.01 to \$140.00	\$12.25	\$1250	\$1000
11.01 to 12.00	1.00			42.51 to 45.00	3.90			140.01 to 150.00	13.25		
12.01 to 13.00	1.05			45.01 to 47.50	4.15			150.01 to 160.00	14.25		
13.01 to 14.0	1.15			47.51 to 50.00	4.40			160.01 to 170.00	15.00	\$1500	\$1100
14.01 to 15.00	1.25			50.01 to 52.50	4.65			170.01 to 180.00	16.00		
15.01 to 16.00	1.35			52.51 to 55.00	4.90			180.01 to 190.00	16.70	\$1800	\$1200
16.01 to 17.00	1.45			55.01 to 57.50	5.15			190.01 to 200.00	17.70		
17.01 to 18.00	1.50	\$250	\$300	57.51 to 60.00	5.30	\$600	\$600	200.01 to 212.50	18.40	\$2250	\$1300
18.01 to 19.00	1.60			60.01 to 65.00	5.65			212.51 to 225.00	19.65		
19.01 to 20.00	1.70			65.01 to 70.00	6.15			225.01 to 237.50	20.65	\$2500	\$1400
20.01 to 21.00	1.80			70.01 to 75.00	6.55	237.51 to 250.00	21.90				
21.01 to 22.00	1.90	\$300	\$400	75.01 to 80.00	7.05	\$700	\$700	250.01 to 262.50	22.90	\$2750	\$1500
22.01 to 24.00	2.00			80.01 to 85.00	7.55			262.51 to 275.00	24.15		
24.01 to 26.00	2.20			85.01 to 90.00	7.95			275.01 to 287.50	25.15	\$3000	\$1600
26.01 to 28.00	2.40			90.01 to 95.00	8.45	287.51 to 300.00	26.40				
28.01 to 30.00	2.60			95.01 to 100.00	8.95	Write for Terms on Purchases Over \$300.00					
30.01 to 32.00	2.70	\$400	\$500	100.01 to 110.00	9.50	\$1000	\$900	Don't hesitate to ask for credit. If you have a steady income, make the most of its buying power. A few dollars a month will fill the whole family's needs, and you can sensibly conserve your cash.			
32.01 to 34.00	2.90			110.01 to 120.00	10.50						
34.01 to 36.00	3.10			120.01 to 130.00	11.50						
36.01 to 38.00	3.30										
38.01 to 40.00	3.50										

EASY-TO-FOLLOW LAYING INSTRUCTIONS...

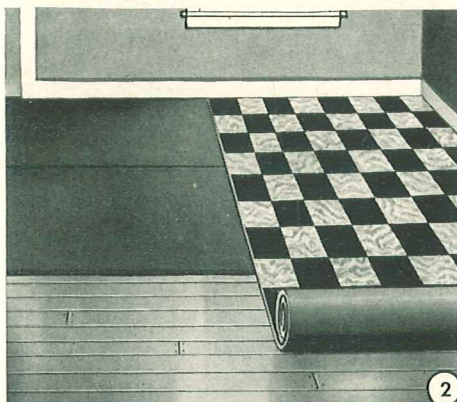
SAVE YOU COSTLY INSTALLATION



1. "Right" from the Start....

The wood floor must be made smooth, level, dry, clean. Never lay felt base or linoleum on a damp floor. Nail down or replace all loose boards; rid all wax, oil, paint, grease, rust, dust, and dirt; level all hollow spots, rough spots, splinters. Plane or sand all uneven joints of floor boards. Fill all cracks, holes or crevices with wood putty. Remove all furniture and obstructions including stoves and refrigerators. Concrete floors also must be free from dirt, grease, paint or dampness.

Sweep floor thoroughly just before floor-covering is laid. Follow these tips on preparation of the sub-floor, and the result will be a better floor... one that's correctly done.



2. Important! Felt Lining....

Felt lining absorbs expansion or contraction of floor boards—thereby prevents linoleum from cracking. Do not use felt lining paper under Felt Base, Lino-Wear, or any other felt backed flooring as this will cause floorcovering to dent when furniture is set on it. Cut felt lining to lay in same direction as floor boards and to fit over the entire floor.

Paste to floor with Sears Floor-O-Leum paste. (See General Catalog or any Sears Store). Butt seams together, do not overlap them. Be sure the linoleum runs across the boards and that the felt lining runs from wall to wall under your linoleum! Felt lining prevents cracks appearing in your linoleum and keeps floors free from drafts.



3. Double Paste Job.....

Remember to apply paste evenly! Spread a thin coat of paste evenly over the wood floor, pasting about two yards at a time. We suggest you use Sears Floor-O-Leum Paste, and Sears easy-to-handle Paste Spreader for a better, longer-lasting job. Slowly unroll felt lining and press down firmly so that it sticks to entire floor. Make the seams come together without overlapping. Now spread thin coat of paste over felt lining in the same manner as suggested for floor boards.

Slowly unroll linoleum and press down firmly so linoleum sticks securely. Double pasting means proper installation and a longer life for your floorcovering. Follow these simple instructions for a quick, easy job!

4. Laying the Felt for Tiles...

If laying over wood floor, cut lengths of felt to run crosswise of the floor boards. Do not use felt lining on cement floors.

Spread thin even layer of Sears Floor-O-Leum Paste (see General Catalog or any Sears Store) over a small area, about two yards at a time.

Lay first length along one side of room and fit to wall. Lay succeeding lengths abutting, not overlapping. Press lining felt firmly to floor. Weight down with heavy flat objects such as flat irons or smooth pieces of lumber weighted down with stones.

To install tiles over suspended cement floors: Free concrete floors of dirt, grease, paint or dampness.



5. Laying the Tiles!.....

Carefully divide the floor into quarters by measuring from the center of each wall to the center of the opposite wall and mark with pencil lines along a straight edge.

Then in one of the small squares just formed, spread enough adhesive to set 9 tiles at a time. Tiles are about 9 inches square.

Starting from the center, press the first tile in place, even with the chalk lines. Continue from there. Set one complete quarter of the floor at a time, then start on the next quarter from center.

Cut tile abutting walls, posts, or other stationary objects with about 1/16-inch clearance.



6. Care of Floorcovering....

Wash as often as necessary with mild soap. Always rinse with clean water. Wax frequently with Sears Master-Mixed Self-Polishing Wax (see Big General Catalog or any Sears Store) to maintain a bright, easily-cleaned surface—but only when the floor is thoroughly clean. Never use strong cleaning solvents or powders.

Stains, such as tar or paint, can be removed by pouring a little turpentine, naphtha or kerosene on a cloth and rub the stain. Do not pour these cleaners directly on the floor. Re-wax floor covering before it is walked upon. Handle furniture carefully during drying-out period to prevent denting floor covering. Use furniture rests or gliders on the legs of furniture.



Free! Sears Special "Instructions for Installing" Booklet



Save money! Have a lot of fun! Now you can do an expert installation job yourself... quickly... easily! No more installation charges... simply use your own spare time. Sears brand new "Instructions for Installing" makes the laying of your floor or wall covering simple and easy.

The methods described in this book are based on the latest practices developed and tested by laying experts throughout America. You'll find simple, easy-to-understand, easy-to-follow instructions on how to properly lay Felt Base, Lino-Wear, Adhesive Back Inlaid, Burlap Back Inlaid, Floor and Wall Tile, Linoleum inserts, Borders and Sink and Cabinet Tops. We include an Instruction Book with every Linoleum Order.

Good Tips to Remember About Floorcovering

1. Never unroll Felt Base or Inlaid Linoleum while it is cold. Let it stand 48 hours in a dry, warm place at a temperature of not less than 70° Fahrenheit.
2. Never lay felt base or linoleum on a damp floor; make sure your floor is absolutely dry and clean.
3. Remove all furniture such as stoves, refrigerators.
4. Frequent waxing will protect and preserve the surface of your Inlaid or Enamel surface floorcoverings; varnish or lacquer are not recommended.

Send today to Sears Personal Service Dept. for "Instructions for Installing Floorcovering," No. 2645RB.

EASY



What Goes

SELECT YOUR RUG COLOR F

TH

CARPET OR RUG

STYLE
OF ROOM

WALLS

*Early American—
maple or pine*

*Modern—light
woods*

*Victorian or
Southern Colonial*

*Formal 18th
Century or Regency*

*18th Century
furniture—walnut
or mahogany*

*Provincial furni-
ture—French or
American*

*American Federal
or 18th Century*

*Modern, with a
Swedish accent*

BEIGE

WINETONE

MEDIUM OR DARK BLUE

LIGHT OR PASTEL BLUE

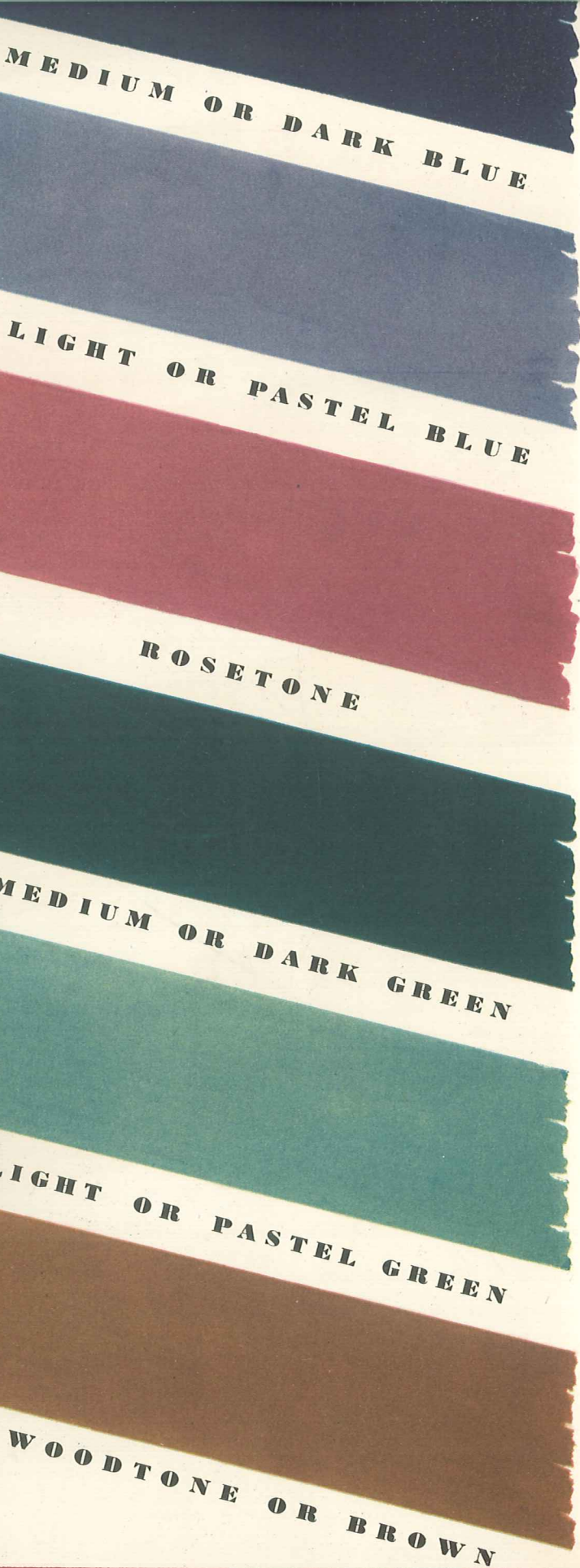


With What?

FIRST ★ THEN PLAN YOUR ROOM AROUND

THIS BASIC COLOR

	MAJOR FURNITURE COVERING	SECONDARY FURNI- TURE COVERING	DRAPERIES	DECORATIVE ACCENTS
				
				
				
				
				
				
				
				



or mahogany

Provincial furniture—French or American

American Federal or 18th Century

Modern, with a Swedish accent

Modern—suave, sophisticated

French—Court style, fruitwood

Early American—cherry or maple

18th Century—walnut or mahogany

Modern—light woods

18th Century—accents of light woods

Modern—clean-cut masculine

Country style furnishings

What Goes With What ★ What Goes With W



Goes With What ★ What Goes With What